

# **City Of Tupelo Vacancy Announcement External Applicants**

**Position:** In Market Strategist

**Department:** Convention and Visitors Bureau

**Shift:** 8-Hour Shift with Nights and Weekends

**Salary:**

**Posted Date:** 10/13/2016

**Closing Date:** 10/21/2016

**Duties:** See Attached Job Description

**Qualifications:** See Attached Job Description



## **Equal Opportunity Employer**

An equal opportunity employer, the City of Tupelo adheres to all Federal laws, regulations, and orders prohibiting, discrimination based upon age, handicap or disability, race, religion, sex, marital status, national origin and veteran status.

# **CITY OF TUPELO**

## **Job Description**

### **In Market Strategist**

Exempt (Y/N): No

Location: Convention & Visitors Bureau

Department: Convention & Visitors Bureau

Salary Level:

Shift: 8-Hour with Nights & Weekend

Supervisor: Deputy Director

#### **SUMMARY:**

The primary goal for the In Market Strategist is to encourage deeper traveler engagement within the Tupelo community resulting in a longer stay and increased visitor spending. He/She is also responsible for carrying out a hospitality training program.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- ☐ Maintain and populate the community calendar on the CVB's website
- ☐ Populate partner calendars with Tupelo events and listings
- ☐ Work with Tupelo lodging, restaurants, attractions retailers etc. to find activities for guest to do to enhance their experience while in Tupelo
- ☐ Serve as a conduit between community partners to help them establish new experiences that are unique to Tupelo or events that would enhance the visitor experience while in Tupelo
- ☐ Encourage packaging and cross promotional activities among local partners.
- ☐ Execute a hospitality training program for Tupelo hotels, restaurants, attractions and retailers geared toward visitor engagement
- ☐ Prepares monthly reports detailing all activities and opportunities within the assigned markets.
- ☐ Liaison to the Quality of Life Committee

#### **QUALIFICATION REQUIREMENTS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions.



## **EDUCATION AND/OR EXPERIENCE**

- Bachelor's Degree from a four-year college or university.
- Minimum of two (2) years business related experience.

## **OFFICE SKILLS**

- Must operate standard office equipment and personal computers.
- Must present an organized office that perpetuates a staff and guest friendly environment
- Ability to multi-task in order to meet deadlines
- Computer literate in applicable software (Internet, Microsoft word, Excel, Power Point and Outlook) and able to learn new software as needed. Experience in both PC and MAC platforms preferred.
- Writing and copy-editing experience

## **LANGUAGE**

- Ability to read, analyze and interpret common scientific and technical journals, financial reports or government regulations.
- Ability to respond to common inquiries or complaints from customers, regulatory agencies or members of the business community.
- Ability to write letters and/or articles or publications that conform to prescribed style and format.
- Ability to effectively present information to top management, public groups and/or governmental officials.
- Must speak and write the English language fluently.

## **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation will be made to enable

individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand, walk, talk, hear, use hands to finger, handle or feel, reach with hands and arms and taste or smell.

Specific vision abilities for the job include near vision, distant vision, color vision, peripheral vision, depth perception and the ability to focus.

## **CERTIFICATIONS, LICENSES AND REGISTRATION**

- Possess a valid driver's license
- Possess proof of valid insurance if operating a vehicle on behalf of CVB

## **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is regularly required to talk and hear. The employee frequently is required to use hands to finger, handle or feel objects or controls.
- The employee is occasionally required to stand; sit; reach with hands and arms; lift 10 to 40 pounds and drive a vehicle.

## **IMPORTANT:**

The position description is not intended to be all-inclusive; an employee will also perform other reasonably related job responsibilities as assigned by the director of the Tupelo Convention & Visitors Bureau.

The CVB reserves the right to revise or change job duties as need arises. The position description does not constitute a written or implied contract of employment and creates no contractual obligations on the CVB.